



# Laguna Beach Independent

"Our Town-Our Paper"

THE PAPER FOR PEOPLE WHO LIVE, STAY AND PLAY IN LAGUNA BEACH

## 2022 MEDIA KIT

The Laguna Beach Independent is the only local newspaper exclusively focused on Laguna, and is the paper of choice for the community. No other paper offers more in-depth coverage on the people, issues and events in this dynamic

and unique community. Every Friday, 13,000 copies are delivered to homes and businesses in Laguna, offering advertisers an outstanding opportunity to reach and blanket this market with one efficient buy.



# Laguna Beach Independent

## UNSURPASSED COVERAGE OF LAGUNA BEACH



## ADVERTISING OPPORTUNITIES & BENEFITS

- ★ 13,000 copies – more than 45,500+ readers/issue (92651 Zip Code)
- ★ Blanket coverage of homes in Laguna Beach
- ★ Reaches more residents and business owners than any other paper
- ★ All display ads are in FULL COLOR – no other paper can offer this benefit!
- ★ Tabloid format maximizes readership and advertiser visibility
- ★ Advertisers are included in our digital edition, with links directly to websites

## CIRCULATION AND DISTRIBUTION

- ★ 13,000 COPIES PER WEEK
- ★ 45,500+ READERS
- ★ BLANKET COVERAGE OF HOMES IN LAGUNA BEACH, INCLUDING KEY COMMUNITIES SUCH AS:
  - Three Arch Bay
  - Emerald Bay
  - Laguna Beach Village
  - Lagunita
  - Top of the World
  - Cliff Drive
- ★ BULK DISTRIBUTION TO MORE THAN 100 BUSINESSES AND HIGH-VISIBILITY LOCATIONS, INCLUDING:
  - Restaurants
  - Doctor's offices
  - Real estate offices
  - Retail shopping areas



# Laguna Beach Independent

## 2022 Rates Advertising Rates

SIZE	OPEN	13x	26x	52x
Full	\$800	\$665	\$575	\$525
Inside Front Cover	\$960	\$795	\$690	\$630
Back Cover	\$960	\$795	\$690	\$630
2/3-PAGE	\$635	\$530	\$465	\$420
1/2-PAGE	\$535	\$450	\$390	\$355
1/4-PAGE	\$290	\$240	\$210	\$190
1/8-PAGE	\$150	\$125	\$110	\$100

SIZE	OPEN	13x	26x	52x
Front Page Strip	\$525	\$500	\$475	\$450
Section Strip	\$250	\$225	\$200	\$175
Front Leaderboard	\$475	\$450	\$425	\$400

SIZE	OPEN	13x	26x	52x
Business Card	\$80	\$70	\$60	\$50
Classified	\$40	\$35	\$30	\$25

### COMBO

Advertise in both papers and receive an additional 5% discount off of earned frequencies.

### NOTES

- All rates are net per insertion
- Pre-pay discounts available. Ask your sales representative.
- Nonprofit organizations: Entitled to the 52x rate.
- First-time advertisers must prepay for their first ad
- Basic typesetting and ad layout is included. Creative ad design will be billed at \$75 per hour

### CONTRACT INFORMATION

- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be liable for damages as a result of an advertisement failing to be published.
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

### DEADLINES

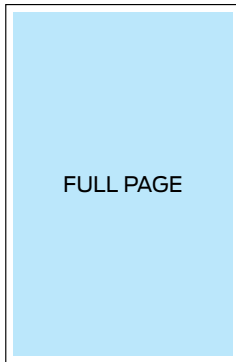
- Space must be reserved by noon Tuesday
- Camera-ready materials due by noon Wednesday

### INSERTS

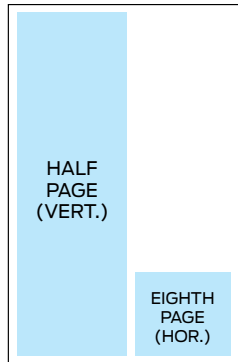
- Contact your sales representative for pricing.



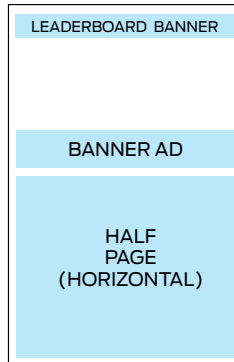
## ADVERTISING SPECIFICATIONS



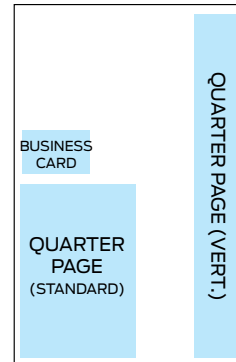
**FULL PAGE**  
9 (W) X 14(H)



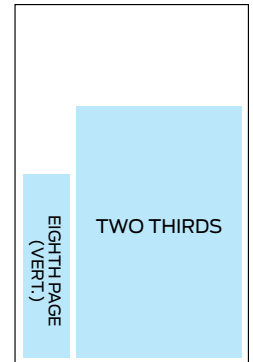
**1/2 PAGE VERT.**  
4.4(W) X 13.675 (H)  
**1/8 PAGE**  
4.4(W) X 3.325(H)



**1/2 PAGE**  
9(W) X 6.75(H)  
**BANNER AD**  
9(W) X 2(H)  
**TOP LEADERBOARD BANNER AD**  
9(W) X 1(H)



**1/4 PAGE-STANDARD**  
4.4(W) X 6.75(H)  
**1/4 PAGE VERTICAL**  
2.125(W) X 13.675 (H)  
**BUSINESS CARD**  
2.875(W) X 1.875(H)



**2/3 PAGE**  
6.7(W) X 10.5(H)  
**1/8 PAGE VERT.**  
2.125(W) X 6.75(H)

- THE NEWSPAPER ADS DO NOT BLEED.
- 9 X 14 IS THE PRINTABLE AREA.

## AD MATERIALS

Advertisements must be at least 180 dpi. No bleeds are needed. Preferred format is a print-ready PDF. JPEG or TIFF files are acceptable.

Colors and images used need to be CMYK. Please note: Our presses print in CMYK. Any files that are RGB will be converted to CMYK. This may change the appearance of your color or image.

If using the color black, all black text and backgrounds should be 100% black, not 4-color or rich black.

If using reverse type, type over images or a 4-color background, font should be medium to heavy at 10 point or higher.

Your ad is running on newsprint and not glossy magazine paper. Although the printer will make every attempt to ensure your ad reproduces as designed, it is expected there may be some color variation due to the nature of newsprint media.

## FIREBRAND AD BUILD REQUIREMENTS

When submitting your ad materials for your ad build please make sure all images and logos are at least 180 dpi at the size they are to appear on the ad.

Please provide copy, images, logos and layout examples to be used when submitting ad materials for a build.

**PROOFING:** A proof will be provided. If changes are required, please send all changes at one time. A second, final proof will be provided for final review. Additional changes are billed at \$75/hour.

## AD SUBMISSION

If file size exceeds 10MB please email a request for the FTP information.

Please direct questions to Tina Leydecker:

[tina@firebrandmediainc.com](mailto:tina@firebrandmediainc.com)

Phone: 949-715-4100



# Laguna Beach Independent

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## FIREBRAND MEDIA PUBLISHES A WIDE PORTFOLIO OF PRINT AND DIGITAL MEDIA, INCLUDING:

- » **Laguna Beach Magazine:** An award-winning city publication for Laguna Beach, California
- » **Laguna Beach Independent:** An award-winning city publication for Laguna Beach, California
- » **Newport Beach Magazine:** An award-winning city publication for Newport Beach, California
- » **Newport Beach Independent:** The weekly newspaper of choice for Newport Beach
- » **Coastal Real Estate Guide:** Reaches more than 70,000 affluent readers in Laguna and Newport
- » **Laguna Beach City Guide:** A comprehensive resource to shopping, dining and entertainment in Laguna Beach
- » **Latitude33:** The luxury shelter publication focusing on real estate, design and architecture along the 33rd parallel
- » **OCinSite.com:** A coastal Orange County lifestyle portal
- » **On The Menu:** On The Menu Laguna Beach is the ultimate go-to dining guide for locals and visitors.
- » **Montage Magazine:** The in-room publication for Montage Hotels & Resorts
- » **Sea Island Life magazine:** The official publication for Sea Island Resort and residences
- » **Salamander magazine:** The in-room publication for Salamander Hotels & Resorts
- » **The Agency Magazine:** The global publication for the luxury real estate brokerage and lifestyle company
- » **The Compass:** Targeting the country's highest producing travel agents through the VAX Vacation Access marketplace
- » **Bespoke Concierge Magazine:** A luxury travel publication distributed at the top hotel concierge in New York

### REGIONAL LIFESTYLE PUBLICATIONS



### LUXURY HOTEL PUBLICATIONS



For more information, contact your Firebrand Media representative  
or Steve Zepezauer, CEO & Editorial Director  
([steve@firebrandmediainc.com](mailto:steve@firebrandmediainc.com)).  
Visit us online at [firebrandmediainc.com](http://firebrandmediainc.com)

